Marion Co. Partners Marketing Initiative for CTE

Meaningful change can only occur if it is understood and supported at the local level "Perception is Reality"

January 2007

Marion Co. Partners Marketing Team Mission Statement

Our mission is to develop and implement a comprehensive marketing plan to enhance the visibility, image, and value of career and technical education throughout the Marion Co. school district and community for the purpose of affecting a meaningful and positive change of perception.
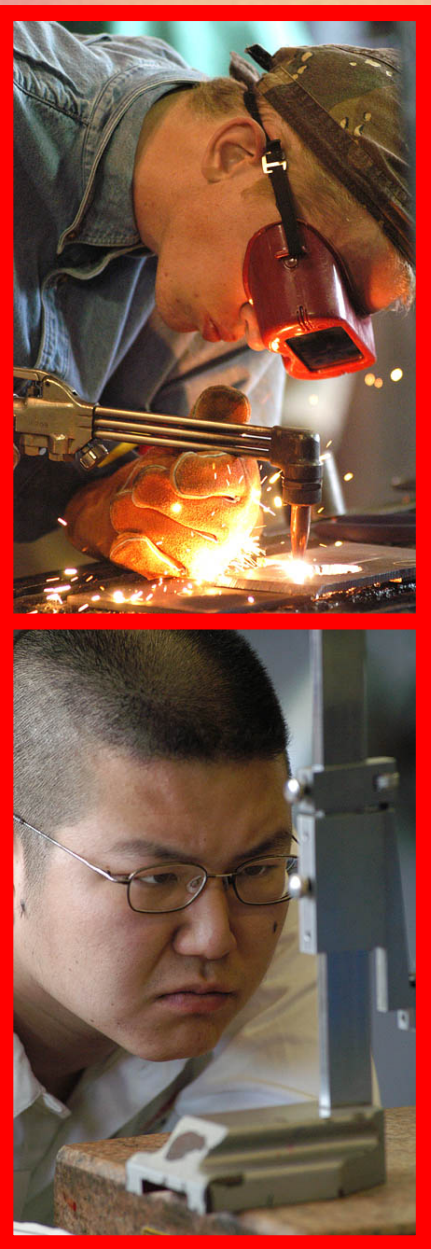
Marion Co. Partners Marketing Team Goals

- To achieve *increased visibility*

- To foster an *enhanced public image*

- To affect a *positive change of perception.*

- To achieve *increased enrollment.*

Strategic Commitment
We are committed to fostering *unity* in marketing career and technical education programs for the benefit of all the partners in the Lebanon/Marion Co. local school district and community through *teamwork, consistency and continuity*.

PLAN – Step #1
Mapping/Teams/Message/Monitor

Mapping

"Conversation Road Map" to identify *target groups* to help change perception of CTE.

School District Central Office

Area Tech Center

Industrial Foundation

Local Business

Teams

• Identify teams (2-4 people) so that they can make presentations in unison or in pairs.

• Possible team members to include: teachers, administrators, business and industry, and students. Message and Image: Relaying positive good news stories.

**Make sure to include staff as plan is developed because they will cut it to the quick unless they are involved.

Message

What do you want to say? <u>Consistency and Continuity are critical in this category. Suggest front loading with good news stories</u>

<u>Some possible slogans are:</u>
Got Skills? - Get Technical, It Pays!

We Train People for Quality Jobs

MARION Co. ATC – The NEW Technical Education and Skills Training Center

Because Your Life Matters –
Choose Education and Skills Training

There's Only One Road to Success –
Education and Skills Training

Monitor

Chart Progress of what teams have accomplished in terms of visits and delivering unified message.

Action Plan

IMAGE and Perception
Mapping/Teams/Message/Monitor

IMAGE and Visibility
See list

Recruitment of Students
See list